

3 sending said television programming over a second
4 transport.

1 7. The method of claim 6 wherein sending said
2 scheduling information includes sending said scheduling
3 information over the Internet and sending said television
4 programming over a broadcast transport.

1 8. The method of claim 1 including transmitting
2 television programming and ancillary data.

1 9. The method of claim 8 including automatically
2 sending said scheduling information to said web site
3 hosting facility.

1 10. The method of claim 9 including automatically
2 sending said scheduling information in two independent ways
3 to said web site hosting facility.

1 11. An article comprising a medium storing
2 instructions that cause a processor-based system to:
3 send scheduling information to a web site hosting
4 facility about when a uniform resource locator will be
5 transmitted; and
6 transmit television programming.

1 12. The article of claim 11 further storing
2 instructions that cause a processor-based system to
3 transmit said television programming together with
4 information about the uniform resource locator.

1 13. The article of claim 11 further storing
2 instructions that cause a processor-based system to send
3 said scheduling information with said television
4 programming.

1 14. The article of claim 11 further storing
2 instructions that cause a processor-based system to
3 transmit said programming with ancillary data over a
4 transport and send said scheduling information over said
5 transport.

1 15. The article of claim 14 further storing
2 instructions that cause a processor-based system to send
3 said scheduling information at a different time than said
4 television programming.

1 16. The article of claim 11 further storing
2 instructions that cause a processor-based system to send
3 said scheduling information over a first transport and send
4 said television programming over a second transport.

1 17. The article of claim 16 further storing
2 instructions that cause a processor-based system to send
3 said scheduling information over the Internet and send said
4 television programming over a broadcast transport.

1 18. The article of claim 11 further storing
2 instructions that cause a processor-based system to
3 transmit television programming with ancillary data.

1 19. The article of claim 18 further storing
2 instructions that cause a processor-based system to
3 automatically send said scheduling information to said web
4 site hosting facility.

1 20. The article of claim 19 further storing
2 instructions that cause a processor-based system to
3 automatically send said scheduling information in two
4 independent ways to said web site hosting facility.

1 21. A system comprising:
2 a video distribution device;
3 a transport coupled to said video distribution
4 device that distributes video to a plurality of receivers;
5 and
6 storage coupled to said device, said storage
7 storing instructions that cause said device to send

8 scheduling information to a web site hosting facility about
9 when a uniform resource locator will be transmitted with
10 said video.

1 22. The system of claim 21 wherein said distribution
2 device is coupled to said web hosting facility through the
3 Internet and instructions stored in said storage cause said
4 device to automatically notify said web site hosting
5 facility over the Internet before video which includes a
6 uniform resource locator is distributed to said receivers.

1 23. The system of claim 21 including two transports
2 coupled between said video distribution device and said web
3 site hosting facility.

1 24. The system of claim 23 wherein instructions
2 stored on said storage cause said video distribution device
3 to automatically notify the web hosting facility over two
4 different transports when a universal resource locator will
5 be transmitted with said video distributed to said
6 receivers.

1 25. The system of claim 21 wherein said video
2 distribution device schedules video programming for
3 distribution to said plurality of receivers.

1 26. The system of claim 25 wherein said video
2 distribution device transmits programming with ancillary
3 data.

1 27. The system of claim 21 wherein instructions
2 stored on said storage cause said scheduling information to
3 be transmitted to said web hosting facility sufficiently
4 before said video containing said uniform resource locator
5 is distributed to said receiver to enable the web hosting
6 facility to prepare for an increased access load.

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